

Calendar of Health Events

Promote the *Live Like Your Life Depends On It* campaign by incorporating campaign materials into monthly health theme activities.

May

National Women's Health Week*
National Women's Check-Up Day*

The annual National Women’s Health Week, which usually kicks off on Mother’s Day, brings attention to and creates understanding of women’s health issues and encourages women to take simple steps for a longer, healthier, and happier life. Women make choices every day for both themselves and their family. Making informed decisions about their health and the health of their families will lead to better lifestyles down the road. Good eating habits and more physical activity are some of the healthy decisions that women can make for themselves and bestow upon their family.



Suggested Activities:

- **Check-up Day Pledge** – The day is dedicated to encouraging women to visit health care professionals to receive or schedule a checkup and promoting regular checkups as vital to the early detection of heart disease, diabetes, cancer, mental health illnesses, sexually transmitted infections, and other conditions. Distribute the *Live Like Your Life Depends On It* Screening Card for women at the event. Promote the event using the *Live Like Your Life Depends On It* Get Health Screenings message card, poster, sample newsletter article, print ads, or radio spots, and/or the Exam Table message card or poster. More information on the Check-up Day Pledge can be found at <http://www.womenshealth.gov/whw/check-up-day/>.
- **WOMAN Challenge (Women and girls On the Move Across the Nation)** – This eight-week challenge encourages women to get 30 minutes of physical activity most days of the week. Distribute the *Live Like Your Life Depends On It* Move More and Being Active message cards as part of the event. Promote the event using the *Live Like Your Life Depends On It* Move More, Being Active and/or Feel Great message cards, posters, print ads, or radio spots, or the Move More or Moving More Can Improve Your Health sample newsletter articles. More information on the WOMAN Challenge, can be found at <http://www.womenshealth.gov/woman/>.
- Have trained personnel provide free screenings for the community or at a worksite. Screenings that could be provided include blood pressure, mammograms, cholesterol, blood glucose, pap smear, bone density, and body mass index (BMI). Screenings should include appropriate referral and follow-up. This could be done in coordination with a federally qualified health center (FQHC) or other alternative for low income populations. [Click here](#) to locate an FQHC in your area. Distribute the *Live Like Your Life Depends On It* campaign

brochure, Top Ten Flyer and/or Screening Card for women at the event. Promote the event using the *Live Like Your Life Depends On It* Get Health Screenings message card, poster, sample newsletter article, print ads or radio spots, and/or Health Failing message card or poster.

- Hold a lunch-n-learn for employees--invite a speaker to educate employees on some aspect of women's health. You can provide a healthy lunch or encourage employees to do a healthy potluck where everyone brings a nutritious dish. Distribute the *Live Like Your Life Depends On It* campaign brochure, Top Ten Flyer, and/or Move More or Eat Smart message cards at the lunch-n-learn. Consider also distributing the *Caring for Your Health: A Missouri Women's Handbook* available free of charge from the Missouri Department of Health and Senior Services' Warehouse (Literature #895 for English or #893 for Spanish). [Click here](#) to order. This booklet is available electronically at http://health.mo.gov/living/families/womenshealth/pdf/Caring_for_your_health.pdf.
- Sponsor a speaker series at a local bookstore, coffee shop, library or worksite. Distribute the *Live Like Your Life Depends On It* campaign brochure, Top Ten Flyer, and/or Eating Healthy, Being Active or Get Health Screenings message cards at the events. Consider also distributing the *Caring for Your Health: A Missouri Women's Handbook* available free of charge from the Missouri Department of Health and Senior Services' Warehouse (Literature #895 for English or #893 for Spanish). [Click here](#) to order. This booklet is available electronically at http://health.mo.gov/living/families/womenshealth/pdf/Caring_for_your_health.pdf. Promote the series by publishing the *Live Like Your Life Depends On It* Make Time to Care for Your Health sample newsletter article.
- Encourage local OB/GYNs and other health care services for women to distribute the *Live Like Your Life Depends On It* Screening Card for women.
- Ask local faith-based organizations to promote women's health on Mother's Day by including information regarding women's health in their bulletins/flyers/newsletters, or distribute the *Live Like Your Life Depends On It* Screening Card for women or Glazed Donuts message card at services or events. For more information on women's health, go to <http://health.mo.gov/living/families/womenshealth/index.php>.

To access resources from the *Live Like Your Life Depends On It* Campaign ([click here](#))

For more information on National Women's Health Week and Check-Up Day	For more information on Women's Health
Office on Women's Health U.S. Department of Health and Human Services 200 Independence Avenue, SW, Room 712 E Washington, DC 20201 800-994- 9662 202-401-4005 Fax www.womenshealth.gov/whw/	Office on Women's Health Missouri Department of Health and Senior Services P.O. Box 570 Jefferson City, MO 65102-0570 573-526-0445 573-522-3023 Fax http://health.mo.gov/living/families/womenshealth/index.php

American Stroke Month National High Blood Pressure Education Month

The American Stroke Association, a division of the American Heart Association, encourages taking time in May to learn about stroke risk factors and recognize the warning signs of stroke. A stroke, sometimes called a “brain attack,” occurs when blood flow to the brain is interrupted. During a stroke, brain cells in the immediate area begin to die because they stop getting oxygen and nutrients they need to function. Recognizing the signs and taking immediate action is crucial. Time lost is brain lost!



There are new treatments for victims of stroke, but treatment is time sensitive and people need to get help immediately upon recognizing any of the warning signs of a stroke. The Missouri Department of Health and Senior Services recommends using the FAST method for stroke detection and response:

- F**—face numbness or weakness, especially on one side
- A**—arm numbness or weakness, especially on one side of body
- S**—speech slurred or difficulty speaking or understanding
- T**—time to call 911, especially if accompanied by sudden loss of vision, or loss of balance with dizziness, or sudden severe headache

Stroke can happen to anyone regardless of age or gender. Spouses, children and other family members of survivors are also affected when a stroke occurs.

Missouri’s heart disease and stroke rates are higher than the national average primarily because many of the risk factors for the diseases are higher in Missouri than in many other states. Those risk factors include:

- High blood pressure
- High cholesterol
- Smoking
- Lack of physical activity
- Poor nutrition
- Obesity
- Diabetes

More information about stroke can be found at <http://health.mo.gov/living/healthcondiseases/chronic/stroke/index.php>.

Suggested Activities:

- Have trained personnel provide free screenings for the community or at a worksite. Offer free screenings for stroke, blood pressure, blood cholesterol, waist-to-hip ratio, etc. Screenings should include appropriate referral and follow-up. This could be done in coordination with a federally qualified health center (FQHC) or other alternative for low income populations. [Click here](#) to locate an FQHC in your area. Distribute the *Live Like Your Life Depends On It* Screening Card at the event and/or the *Stroke* fact sheet or handout. Promote the event using the *Live Like Your Life Depends On It* High Blood Pressure message card or poster. You can also promote the event using the *Stroke* sample new release or

Stroke month message card, poster, or radio PSA. *Stroke* materials can be found at <http://health.mo.gov/living/healthcondiseases/chronic/stroke/pressroom.php>.

- Hold a lunch-n-learn for employees--invite a speaker to educate employees on the various aspects of stroke. Distribute the *Live Like Your Life Depends On It* Screening Card and/or the *Stroke* message card or fact sheet at the lunch-n-learn. Promote the event using the *Live Like Your Life Depends On It* High Blood Pressure message card or poster. You can also promote the event using the *Stroke* month message card, poster, or radio PSA. *Stroke* materials can be found at <http://health.mo.gov/living/healthcondiseases/chronic/stroke/pressroom.php>.
- Distribute or set up an educational display of stroke educational materials. Include the *Live Like Your Life Depends On It* brochure, Top Ten Flyer and/or Get Health Screenings, Eating Healthy, and Move More message cards and/or the *Stroke* fact sheet, handout, or message card. *Stroke* materials and heart health information that can be ordered free of charge from the Missouri Department of Health and Senior Services warehouse can be found at <http://health.mo.gov/living/healthcondiseases/chronic/stroke/pressroom.php>. Heart health information is also available from the American Heart Association at <http://www.americanheart.org/presenter.jhtml?identifier=3004356>.
- Host a stroke health fair. Distribute the *Live Like Your Life Depends On It* brochure, Top Ten Flyer and/or Get Health Screenings, Eating Healthy, and Move More message cards and/or the *Stroke* fact sheet, handout or message card. *Stroke* materials and heart health information that can be ordered free of charge from the Missouri Department of Health and Senior Services warehouse can be found at <http://health.mo.gov/living/healthcondiseases/chronic/stroke/pressroom.php>. Heart health information is also available from the American Heart Association at <http://www.americanheart.org/presenter.jhtml?identifier=3004356>.
- Ask a local newspaper to promote American Stroke Month by publishing one of the *Live Like Your Life Depends On It* Get Health Screenings print ads or the sample newsletter article. You could also publish the *Stroke* sample news release, or support the newspaper article by asking a local radio station to broadcast the *Stroke* radio PSA that can be found at <http://health.mo.gov/living/healthcondiseases/chronic/stroke/pressroom.php>.
- Coordinate stroke information into activities related to Employee Health and Fitness Day or National Women's Health Week. Information on stroke can be found at <http://health.mo.gov/living/healthcondiseases/chronic/stroke/>.

To access resources from the *Live Like Your Life Depends On It* Campaign ([click here](#))

For more information on American Stroke Month	For more information on Stroke and High Blood Pressure
<p>American Heart Association www.americanheart.org/presenter.jhtml?identifier=1516</p> <p>Local Chapters:</p> <ul style="list-style-type: none"> • Columbia 104 Corporate Lake Drive Columbia, MO 65202 573-446-3000 • Springfield 2446 E. Madrid Springfield, MO 65804 417-881-1121 • Kansas City 6800 W. 93rd Street Overland Park, KS 66212 913-648-6727 • St. Louis 460 N. Lindbergh Blvd St. Louis, MO 63141 314-692-5635 314-692-5694 Fax 	<p>Heart Disease and Stroke Prevention Program Bureau of Cancer and Chronic Disease Control Missouri Department of Health and Senior Services P.O. Box 570 Jefferson City, MO 65102 573-522-2896 800-316-0935 Toll free 573-522-2898 Fax http://health.mo.gov/living/healthcondiseases/chronic/stroke/ http://health.mo.gov/living/healthcondiseases/chronic/highbloodpressure/index.php</p> <p>National Heart Lung and Blood Institute Health Information Center P.O. Box 30105 Bethesda, MD 20824-0105 301 592 8573 www.nhlbi.nih.gov/health/dci/Diseases/Hbp/HBP_WhatIs.html</p>

National Physical Fitness and Sports Month National Employee Health and Fitness Day*

May is National Physical Fitness and Sports Month. The President's Council on Physical Fitness and Sports challenges Americans to get moving for health and to get active and fit during May. Missourians of all ages need to incorporate more movement into their daily lives. Adults need at least 30 minutes of activity 5 days each week. This can be done by choosing to bike or walk instead of driving, taking stairs instead of elevators, or pushing a lawnmower instead of riding one. Children need at least 60 minutes of daily active play. They need to run, climb, jump, and just get up and move around, away from their desks, the television and computer games.

National Employee Health & Fitness Day™ is the third Wednesday in May each year. Promoted by the National Association for Health & Fitness, it is a national health observance, created to promote the benefits of physical activity for individuals through their work site health promotion activities.

Suggested Activities:

- Recognize local employers that promote employee health and well-being or centralize your event around this day to show the viability of the worksite as a place to promote individual, family, and community health. Encourage employers to distribute the *Live Like Your Life Depends On It* Being Active, Move More, or Hours of TV message cards to employees, or publish the Move More sample newsletter article in an employee newsletter.
- Promote physical activity in older adults to help prevent depression and falls and improve the ability to carry out activities of daily living. Distribute the *Live Like Your Life Depends On*



It Move More, Feel Great or *Hours of TV* message cards at senior centers, or display the *Move More, Feel Great* or *Hours of TV* posters.

- Ask a local newspaper to support National Physical Fitness and Sports Month by publishing the *Move More* or *Feel Great* print ads or the *Moving More Can Improve Your Health* sample newsletter article. Include information on local walking trails or other walking venues. Support the newspaper article or ad by asking a local radio station to broadcast the *Move More* radio spot. Since May is also “Missouri Tick-borne Disease Awareness Month”, you may want to emphasize the risk of tick-borne disease and the importance of using appropriate insect repellents. More information on tick-borne disease and insect repellents go to

<http://health.mo.gov/living/healthcondiseases/communicable/tickscarrydisease/index.php>.

To access resources from the *Live Like Your Life Depends On It* Campaign ([click here](#))

For more information on National Physical Fitness and Sports Month	For more information on Physical Activity
President’s Council on Physical Fitness and Sports 200 Independence Avenue SW, Room 738-H Washington, DC 20201-0004 (202) 690-9000 (202) 690-5211 Fax www.fitness.gov/May%20Month/may_month_toolkit.htm	Health Promotion Missouri Department of Health and Senior Services P.O. Box 570 Jefferson City, MO 65102-0570 573-522-2820 866-726-9926 Toll free http://health.mo.gov/living/wellness/nutrition/nutritionphysicalactivity/index.php
For more information on National Employee Health and Fitness Day	
National Association for Health and Fitness 65 Niagara Square, Room 607 Buffalo, NY 14202 (716) 583-0521 (716) 851-4309 Fax www.physicalfitness.org/nehf.html	

National Arthritis Awareness Month

May is National Arthritis Awareness Month. Arthritis is a term used to describe more than 100 different conditions that affect joints as well as other parts of the body. Arthritis is one of the most prevalent chronic health problems and the nation’s most common cause of disability. An estimated 46 million people in America have been diagnosed with arthritis including 300,000 children under the age of 18.

Physical Activity. The Arthritis Pain Reliever. Dealing with the pain can be the hardest part of having arthritis. Recent studies show that moderate physical activity three or more days per week can help to relieve arthritis pain and stiffness and provide more energy. Regular physical activity can also lift moods and make people feel more positive.



Suggested Activities:

- Sponsor a Physical Activity/The Arthritis Pain Reliever activity in your community to raise awareness that physical activity is the best medicine for arthritis. The activity could include a walk; presentations on safe physical activities for those with arthritis; booths advertising local gyms, walking trails, or other venues for physical activity; a display by a Regional Arthritis Center; etc. Promote the event using the *Live Like Your Life Depends On It* Move More message card or poster. Consider distributing the following brochures at the event, *What to Take for Arthritis Pain?* and *Arthritis/Chronic Disease Information and Education*. Copies of these brochures can be obtained from the Regional Arthritis Centers listed in the table below. These brochures and other arthritis information can be found at <http://health.mo.gov/living/healthcondiseases/chronic/arthritis/index.php>.
- Promote Arthritis Awareness Month by publishing the *Live Like Your Life Depends On It* Move More sample newsletter article. Include information on local arthritis courses or contact information for the Regional Arthritis Center for your area. Course information can be found at <http://health.mo.gov/living/healthcondiseases/chronic/arthritis/index.php>. A list of Regional Arthritis Centers is provided in the table below.
- Solicit local beauty and barber shops to distribute the *Live Like Your Life Depends On It* Move More message card along with the *What to Take for Arthritis Pain?* brochure. This brochure can be obtained from the Regional Arthritis Centers listed in the table below. The brochure can be downloaded at <http://health.mo.gov/living/healthcondiseases/chronic/arthritis/index.php>.

To access resources from the *Live Like Your Life Depends On It* Campaign ([click here](#))

For more information on National Arthritis Awareness Month		For more information on Arthritis
Arthritis Foundation 1330 West Peachtree Street, Suite 100 Atlanta, GA 30309 800-283-7800 404-872-0457 Fax www.arthritis.org/arthritis-awareness-month.php		Missouri Arthritis and Osteoporosis Program University of Missouri-School of Health Professions Hillcrest Hall, Stephens College Campus 1205 University Ave., Suite 1100 Columbia, MO 65211 573-884-1220 573-884-5509 Fax http://health.mo.gov/living/healthcondiseases/chronic/arthritis/index.php
Regional Arthritis Centers:		
Central Missouri University of Missouri-School of Health Professions 1507 East Broadway Hillcrest Hall Stephens College Campus Columbia, MO 65215 573-882-8097	Northwest Missouri Heartland Health — Plaza I 802 N. Riverside, Ste. 225 St. Joseph, MO 64507 816-271-7064 or 800-443-8858	Northeast Missouri A.T. Still University 800 West Jefferson Street Kirksville, MO 63501 660-626-2049 or 866-626-2878 Ex 2049
Kansas City Area Saint Luke's Hospital 4401 Wornall Road	Southeast Missouri Saint Francis Medical Center 150 S. Mount Auburn Road Cape Girardeau, MO 63703	Southwest Missouri St. John's Health Systems 1235 East Cherokee Street Springfield, MO 65804

Kansas City, MO 64111 816-932-2351	573-331-5880 or 888-216-3293	417-820-3446 or 800-835-5197
Eastern Missouri Arthritis Foundation, Eastern Missouri 9433 Olive Blvd., Ste. 100 St. Louis, MO 63123 800-406-2491 amangelsdorf@arthritis.org		

Health observances were obtained from the National Health Information Center's National Health Observances at <http://www.healthfinder.gov/nho/>.

* The exact dates for National Women's Health Week, National Women's Check-up Day, and National Employee Health and Fitness Day can be found at <http://www.healthfinder.gov/nho/>.